



Lt. Governor Becky Skillman
Indiana Office of Tourism Development
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***Lt. Governor Skillman Participates in Ribbon Cutting at Edinburgh
Premium Outlets***

Today Lt. Governor Becky Skillman visited Edinburgh Premium Outlets to celebrate the opening of 15 new shops—such as Calvin Klein, Coldwater Creek and J.Crew. She participated in a ribbon cutting in honor of the outlet's contribution to tourism in the Columbus area and the state. Lt. Governor Skillman was joined by representatives of the Columbus Area Visitors Center and the Indiana Office of Tourism Development to kick off the holiday travel season.

“November marks the beginning of our busy holiday travel and shopping season,” Lt. Governor Skillman said. “It’s a great time to recognize the contributions that shopping-related tourism makes to Indiana’s economy—both on the local level and statewide. We’re very pleased to help celebrate this expansion.”

The tourism and travel industry contribute more than \$238 million a year to the Columbus-area economy, with 32% of those dollars coming from visitor shopping. This expansion brings new jobs and an addition of 70,000 square feet of retail space. There are now a total of 85 shops at the Edinburgh outlet.

Lt. Governor Skillman has oversight of the Indiana Office of Tourism Development with Amy Vaughan serving as director of the agency.

Tourism Fast Facts:

- *According to the Travel Industry Association (TIA), shopping is the most popular domestic trip activity, and is included in 30 percent of all domestic trips. In total, that's 342 million trips with shopping sprees.*
- *Every year Indiana welcomes 58 million people to the state.*
 - *94,000 jobs in Indiana are tourism-related.*
 - *Visitors spend nearly \$6.7 billion while visiting Indiana..*

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